



# ***INTRODUCING IKEA NORNÄS COLLECTION***

***FEBRUARY 2015***



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## ***A taste of the Swedish north***

This February sees the introduction of the NORNÄS collection, a brand new series showcasing the raw and natural feel of pinewood and the clean lines of modern Scandinavian design.

Made solely from trees sourced in the far north of Sweden, Design Director for NORNÄS Marcus Engman explains:



"With NORNÄS we really went back to the roots of IKEA as a company with a collection that introduces the beauty and versatility of natural pine for a new generation."

"We started off by selecting trees from well managed forests and cutting and sawing the logs in a way to minimize waste and reveal

the unique and natural qualities of each piece. The cold environment and slow growth of the trees means the wood is extremely durable and strong enabling a slimmer and lighter design only possible with natural wood."

The result is a collection that opens up to endless home furnishing solutions with a beautiful, timeless style that with a little care will last for generations.

Welcome to the Swedish forest. Welcome to NORNÄS.

**NORNÄS bench \$169** Untreated solid pine. Designer: K Hagberg/M Hagberg. L138xW38, H45cm.



## Designer thoughts

For the NORNÄS collection brother and sister designer team Marianne Hagberg and Knut Hagberg explain their idea:

"We wanted to combine the traditional feeling of pine from the north of Sweden and bring it into the future with a modern contemporary design that really is built to last."

"To do this we designed each piece in a craftsman-like way with details like bevelled edges and sturdy traditional construction techniques. Each piece can also be further customized with paints or stains."

Part of the design appeal was the pinewood itself.

"By using this natural material we were able to intentionally make use of variations in the grain as well as knots and markings so that each piece is completely unique."

**Marianne Hagberg &  
Knut Hagberg, Designers**



# Bring the Swedish forest to your home



**NORNÄS series** Solid pine is a natural material that ages beautifully and acquires its own unique character over time. Designer: K Hagberg/M Hagberg. **Glass-door wall cabinet \$99** Untreated solid pine, painted finish and tempered glass. W37×D20, H143cm. Pine/grey. **NORNÄS sideboard basic unit \$199** Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. W143×D40, H88cm. (Baskets & wine rack are sold separately.) **Table \$269** Untreated solid pine. L161/221×W88, H74cm. **Bench \$169** Untreated solid pine. L138×W38, H45cm. (Stain sold separately.) **Bedside table \$89.99** Untreated solid pine, painted finish and tinted clear lacquered solid pine. Pine/grey **Bed frame \$279 (Full/Double) \$299 (Queen)** Tinted clear lacquered solid pine. Available in 140×200cm, 160×200cm and 180×200cm. Pine/grey.

**Glass-door wall cabinet \$39.99** Untreated solid pine, painted finish and tempered glass. W37×D20, H37cm. Pine grey/blue, Pine orange/yellow **Bookcase \$199/each** Untreated solid pine, painted finish and tinted clear lacquered solid pine. W73×D40, H159cm. Pine/grey Baskets & wine racks sold separately. **Wine rack \$15.99/each** Tinted clear lacquered solid pine. Red/blue/grey. **Bench \$169** Untreated solid pine. L138×W38, H45cm. **Side table \$39.99** Untreated solid pine. W59×D30, H45cm. (Stain sold separately.) **Coffee table \$49.99** Untreated solid pine. W59×D59, H45cm. **Coffee table \$69.99** Untreated solid pine. W89×D59, H45cm. (Stain sold separately.)





**X marks the spot. With a bright graphic look, this NORNÄS wine rack is just as functional to store sewing supplies as it is to store wine bottles.**

**NORNÄS bookcase \$199/each** Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. W73xD40, H159cm. Pine/grey. Baskets & wine racks sold separately.  
**NORNÄS wine rack \$15.99/each** Tinted clear lacquered solid pine. Designer: K Hagberg/M Hagberg. Red/blue/grey



PH028809

With sizes to fit all kinds of spaces and living areas, these modular sized tables can come together for gatherings and be adjusted anyway you like.

**NORNÅS series** Untreated solid pine. Designer: K Hagberg/M Hagberg. **Side table \$39.99** W59×D30, H45cm. **Coffee table \$49.99** W59×D59, H45cm. **Coffee table \$69.99** W89×D59, H45cm. (Stain sold separately.)



## From sustainable roots

Each tree used for the NORNÄS collection is carefully selected and cut to the dimensions of the final product using as much of the wood

as possible. And, by retaining unique wood expressions like knots and variations in the grain, there's less waste too.



**To reflect the traditional style craftsmanship of the collection, the IKEA logo has been branded onto each piece in much the same way as the old days.**

**NORNÄS bench \$169** Untreated solid pine. Designer: K Hagberg/M Hagberg. L138xW38, H45cm.





These wall-mounted cabinets are perfect for both storage and display. And, if you feel like a change, the blue backed version swaps to grey and the orange version swaps to yellow.



**NORNÄS glass-door wall cabinet \$39.99** Untreated solid pine and tempered glass. Designer: K Hagberg/M Hagberg. W37×D20, H37cm. Pine grey/blue, Pine orange/yellow



PH028801



PH028802



**With a solid pine frame and tempered glass fronts, the NORNÄS wall mounted cabinets feature classic craft details like these diagonally cut bevelled edges.**

**NORNÄS glass-door wall cabinet \$89.99**  
Untreated solid pine and tempered glass.  
Designer: K Hagberg/M Hagberg. W70xD20,  
H70cm.

PH028805

With generous dimensions and a sleek modern design, the NORNÄS table has an extendable section for larger gatherings. The NORNÄS bench fits perfectly with the table and has a matching design.

**NORNÄS series** Untreated solid pine. Designer: K Hagberg/M Hagberg. **Table \$269** L161/221×W88, H74cm. **Bench \$169** L138×W38, H45cm. (Stain sold separately.) **NORNÄS sideboard basic unit \$199** Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. W143×D40, H88cm. (Baskets & wine rack are sold separately.)







**Custom-made to be adaptable, here we've used the extendable section of the NORNÄS table as a desk and a side table as extra seating to make a handy creative area.**

**NORNÄS series** Untreated solid pine. Designer: K Hagberg/M Hagberg. **Table \$269** L161/221×W88, H74cm. **Side table \$39.99** W59×D30, H45cm. (Stain sold separately.) **Glass-door wall cabinet \$99** W37×D20, H143cm. Pine/grey





**PH028789**  
**NORNÄS series** Designer: K Hagberg/M Hagberg.  
**Glass-door wall cabinet \$99** W37×D20,  
H143cm. Pine/grey **NORNÄS sideboard basic  
unit \$199** Untreated solid pine and painted finish.  
Designer: K Hagberg/M Hagberg. W143×D40,  
H88cm. (Baskets & wine rack are sold separately.)



**PH028813**  
**NORNÄS sideboard basic unit \$199** Untreated  
solid pine and painted finish. Designer: K Hagberg/M  
Hagberg. W143×D40, H88cm. (Baskets & wine rack  
are sold separately.)

**Constructed from solid  
pinewood this sideboard  
can be supported by IKEA  
storage helpers like the  
BRANÄS baskets and  
NORNÄS wine rack.**

**NORNÄS wine rack \$15.99** Tinted clear lacquered  
solid pine. Designer: K Hagberg/M Hagberg. Red/  
blue/grey



PH028774



PH028776



**With a splash of blue paint the NORNÄS side table is given a personalized look in an instant.**

**NORNÄS side table \$39.99** Untreated solid pine. Designer: K Hagberg/M Hagberg. W59xD30, H45cm. (Stain sold separately.)

PH028777



**NORNÄS glass-door cabinet with 2 doors**  
**\$179** Untreated solid pine and tempered glass.  
Designer: K Hagberg/M Hagberg. W65xD40,  
H166cm.

**NORNÄS bench with storage compartments \$149** Untreated solid pine.  
Designer: K Hagberg/M Hagberg. W108xD40, H52cm. Pine/grey

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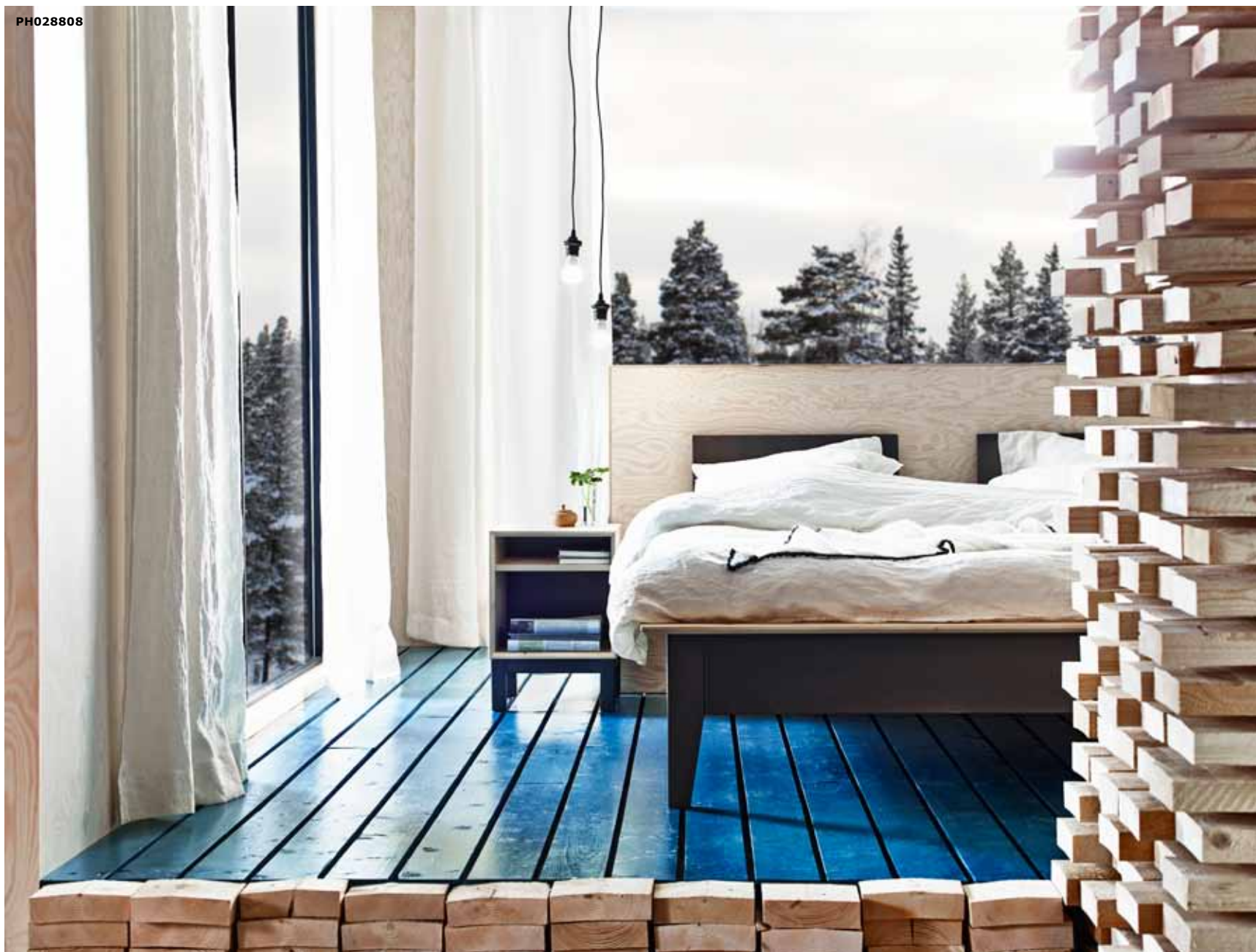




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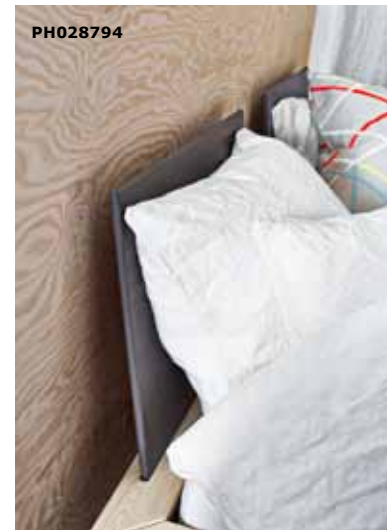
Bring a warm and natural look to the bedroom with the **NORNÄS** bed and bedroom storage.

**NORNÄS bed frame \$279 (Full/Double), \$299 (Queen)** Tinted clear lacquered solid pine. Designer: K Hagberg/M Hagberg.





Featuring crafted details like these diagonally cut, bevelled edges, the NORNÄS bed combines the warm feeling of natural wood with a clean modern design.



Clean angular headrests not only give a designer look to the NORNÄS bed, they're also perfect for leaning back on when reading or relaxing.



**NORNÄS bed frame \$279 (Full/Double) \$299 (Queen)** Tinted clear lacquered solid pine. Designer: K Hagberg/M Hagberg. Pine/grey.



PH028721



**NORNÄS bedside table \$89.99** Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. Pine/grey

PH028822



**NORNÄS side table \$69.99** Untreated solid pine. Designer: K Hagberg/M Hagberg. Ø52cm.



**Fantastic for rooms where space is at a premium, the NORNÄS wardrobe features a pull out clothes rail that hangs and displays clothes front first so that it can use less room.**

**NORNÄS wardrobe \$269/each** 1 pull-out clothes rail and 2 adjustable shelves included. Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. W56×D44, H202cm. Pine/grey



PH028796



**NORNÄS chest  
of 4 drawers/2  
compartments \$249**  
Untreated solid pine and  
painted finish. Designer:  
K Hagberg/M Hagberg.  
W108×D40, H88cm. Pine/  
grey (Wine rack sold  
separately)

## The NORNÄS collection



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**NORNÄS bed frame \$279 (Full/Double), \$299 (Queen)** Tinted clear lacquered solid pine. Designer: K Hagberg/M Hagberg. Available in 140×200cm, 160×200cm and 180×200cm. Pine/grey.



PH028754

**NORNÄS wardrobe \$269** 1 pull-out clothes rail and 2 adjustable shelves included. Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. W56×D44, H202cm. Pine/grey



PH028751

**NORNÄS chest of 4 drawers/2 compartments \$249** Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. W108×D40, H88cm. Pine/grey (Basket and wine rack are sold separately.)



PH028746

**NORNÄS bedside table \$89.99** Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. Pine/grey



PE408655

**NORNÄS side table \$69.99** Untreated solid pine. Designer: K Hagberg/M Hagberg. Ø52cm.



PH028752

**NORNÄS bookcase \$199** Untreated solid pine and painted finish. Designer: K Hagberg/M Hagberg. W73×D40, H159cm. Pine/grey (Baskets are sold separately.)



PH028732

**NORNÄS coffee table \$49.99** Untreated solid pine. Designer: K Hagberg/M Hagberg. W59×D59, H45cm.



PH028731

**NORNÄS coffee table \$69.99** Untreated solid pine. Designer: K Hagberg/M Hagberg. W89×D59, H45cm.



PH028753

**NORNÄS glass-door cabinet with 2 doors \$179** Untreated solid pine and tempered glass. Designer: K Hagberg/M Hagberg. W65×D40, H166cm.



PH028743

**NORNÄS glass-door wall cabinet \$99** Untreated solid pine and tempered glass. Designer: K Hagberg/M Hagberg. W37×D20, H143cm. Pine/grey





PH028740

**NORNÄS glass-door wall cabinet \$39.99**  
Untreated solid pine and tempered glass.  
Designer: K Hagberg/M Hagberg. W37×D20,  
H37cm. Pine grey/blue



PH028739

**NORNÄS glass-door wall cabinet \$39.99**  
Untreated solid pine and tempered glass.  
Designer: K Hagberg/M Hagberg. W37×D20,  
H37cm. Pine orange/yellow



PH028735

**NORNÄS side table \$39.99** Untreated  
solid pine. Designer: K Hagberg/M Hagberg.  
W59×D30, H45cm.



PH028744

**NORNÄS sideboard basic unit \$199**  
Untreated solid pine and painted finish.  
Designer: K Hagberg/M Hagberg. W143×D40,  
H88cm.  
(Baskets are sold separately.)



PH028742

**NORNÄS glass-door wall cabinet \$89.99**  
Untreated solid pine and tempered glass.  
Designer: K Hagberg/M Hagberg. W70×D20,  
H70cm.



PE414372

**NORNÄS bench with storage  
compartments \$149** Untreated solid pine.  
Designer: K Hagberg/M Hagberg. W108×D40,  
H52cm. Pine/grey  
(Wine racks are sold separately.)



PE414387

**NORNÄS wine rack \$15.99/each** Tinted  
clear lacquered solid pine. Designer: K  
Hagberg/M Hagberg. Red/blue/grey



PH028719

**NORNÄS table \$269** Untreated solid  
pine. Designer: K Hagberg/M Hagberg.  
L161/221×W88, H74cm.



PH028750

**NORNÄS bench \$169** Untreated solid pine.  
Designer: K Hagberg/M Hagberg. L138×W38,  
H45cm.



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### **Stay in touch:**

